

I. RATES

A. Classified Zone Line Rates (Per Line)

	North	South	East	West
Local	\$1.65	\$1.95	\$1.95	\$1.20
National	\$2.45	\$2.65	\$2.65	\$1.95
Legal	\$1.35	\$1.40	\$1.40	\$1.00
Church	\$1.25	\$1.40	\$1.40	\$1.00

B. Automotive/Real Estate - Daily Modular Zone Rates

	North	South	East	West
Full Page	\$1,971	\$2,062	\$2,062	\$1,627
3/4 Page	\$1,778	\$1,853	\$1,853	\$1,463
1/2 Page	\$1,191	\$1,234	\$1,234	\$979
1/4 Page	\$696	\$719	\$719	\$567
1/8 Page	\$434	\$455	\$455	\$359

Frequency and multi-zone discounts available. Ask your PG account representative for details.

II. DEADLINES

- A. All electronically transmitted material, Ad-Send ads and camera-ready material must arrive at Post-Gazette Ad Services Department by final release deadline.
- B. Thursday Zones - North, South, East, West
 1. Space, copy and material.....5 p.m. Monday preceding publication
 2. Final proof corrections & release.....5 p.m. Tuesday

III. ZONE CIRCULATION AND READERSHIP

	Readership	Circulation
Thursday North	114,200	49,084
Thursday West	63,500	29,177
Thursday South	191,800	64,045
Thursday East	166,600	55,229

Source: The Media Audit Sept.-Oct. 2008

